GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1805
ANSWERED ON:29.11.2001
AUCTION OF DD METRO TIME SLOT
ARUN KUMAR

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Prasar Bharati has contravened the recommendations of an Expert Committeeset up by the Ministry in the matter of auction of a whopping 330 minute per day on DD Metro for threeyears to private producers as per news-item captioned, `Auction of DD Metro time slot kicks up a row` appearing in the `Hindustan Times` dated June 12, 2001;

(b) if so, the details thereof and the reasons for auctioning the time slot in violation of the recommendations of the Committee;

(c) whether there is any proposal to review it; and

(d) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b) : Prasar Bharati is a statutory organisation and is fully empowered to take decisions relating to its programme management. It had taken a decision to allot bulk airtime on auction basis, to bring the DD-Metro channel in line with the prevailing market situation. Prasar Bharati have informed that on account of the poor response from the market, the slots on DD Metro arenow being offered on sponsorship basis.

(c) & (d) : Do not arise.